| Ref<br># | Hits | Search Query  | DBs                          | Default<br>Operator | Plurals | Time Stamp       |
|----------|------|---|------------------------------|---------------------|---------|------------------|
| S1       | 3824 | ((customer or client) near3 (value<br>or worth)) same (assess\$5 or<br>determin\$5 or evaluat\$5)   | US-PGPUB;<br>USPAT           | OR                  | ON      | 2007/05/22 19:03 |
| S2       | 1153 | S1 and ((customer or client) near3 (record or profile))   | US-PGPUB;<br>USPAT           | OR                  | ON      | 2007/05/22 19:14 |
| (S)      | 432  | S2 and ((group or cluster) near4 (customer or client))  | US-PGPUB;<br>USPAT           | OR                  | ON      | 2007/05/22 19:07 |
| (S4)     | 1    | ("6334110").PN.   | USPAT;<br>USOCR              | OR                  | OFF     | 2007/05/22 19:07 |
| SB       | 20   | S1 and RFM  | US-PGPUB;<br>USPAT           | OR                  | ON      | 2007/05/22 19:15 |
| (58)     | 1    | ("6925441").PN.   | USPAT;<br>USOCR              | OR                  | OFF     | 2007/05/22 19:23 |
| (\$9)    | 94   | ("20020035568"   "20020042731"   "4649481"   "4872113"   "4908761"   "5056019"   "5227874"   "5278751"   "5283731"   "5305196"   "5353218"   "5426282"   "5459306"   "5481094"   "5537314"   "5541835"   "5583763"   "5592560"   "5621812"   "5627973"   "5630127"   "5634101"   "5642485"   "5649114"   "5687322"   "5717923"   "5724521"   "5740549"   "5758257"   "5774868"   "5774870"   "5819241"   "5819285"   "5832457"   "5857175"   "5864822"   "5873068"   "5914670"   "5930762"   "5930764"   "5933811"   "5937387"   "5956693"   "5946661"   "5953707"     "5956693"   "5946661"   "5953707"     "5970464"   "5974396"   "5983180"     "6009407"   "6061658"   "6073112"   "6085169"   "6129274"     "6267672"   "6285983"   "6334110").PN. OR ("2002/0042742"   "2002/0161764"     "2002/0194117"   "2003/0009369"     "2003/0158771"   "2004/0122725"     "2004/0138958"   "6334110"   "6567786"   "6925441"   "7035811").URPN. | US-PGPUB;<br>USPAT;<br>USOCR | OR                  | OFF     | 2007/05/22 19:31 |
| (S10)    | 1    | ("6604084").PN.   | USPAT;<br>USOCR              | OR                  | OFF     | 2007/05/22 21:08 |

| S11   | 15965 | ((customer or client) near3<br>(segment\$5 or group\$5))   | US-PGPUB;<br>USPAT;  | OR | ON | 2007/05/25 21:51 |
|-------|-------|--|--|----|----|------------------|
|       |       |  | USOCR;<br>FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB                        |    |    |                  |
| (SÍ2) | 152   | S11 and (frequency) same (revenue or profit or expenditure)  | US-PGPUB;<br>USPAT;<br>USOCR;<br>FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/05/25 21:59 |
| S13)  | 12    | S11 and ((frequency) same (revenue or profit or expenditure) same ratio)   | US-PGPUB;<br>USPAT;<br>USOCR;<br>FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/05/25 22:00 |
| S14)  | 43    | (customer or client) and ((frequency) same (revenue or profit or expenditure) same ratio)  | US-PGPUB;<br>USPAT;<br>USOCR;<br>FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/05/25 22:01 |
| \$15  | 2269  | (customer or client) and ((frequency or revenue or profit or expenditure) near4 ratio)   | US-PGPUB;<br>USPAT;<br>USOCR;<br>FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/05/25 22:02 |
| S16   | 292   | (customer or client) and ((frequency or revenue or profit or expenditure) near4 ratio) and "705".clas.                             | US-PGPUB;<br>USPAT;<br>USOCR;<br>FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/05/25 22:07 |
| S17/  | 7     | (customer or client) and ((frequency or revenue or "monetary value" or profit or expenditure) near4 ratio) and "705".clas. NOT S16 | US-PGPUB;<br>USPAT;<br>USOCR;<br>FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/05/25 22:08 |

| _ |      |         |  | ¥1-212   |      |    |                  |
|---|------|---------|--|--|------|----|------------------|
|   | S18  | 598     | (customer or client) same ((recency<br>or frequency or "monetary value")<br>near5 (ratio or quotient or rate))           | US-PGPUB;<br>USPAT;<br>USOCR;<br>FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR   | ON | 2007/05/25 22:26 |
|   | S19/ | 102     | (customer or client) same ((recency or frequency or "monetary value") near5 (ratio or quotient or rate)) and "705".clas. | US-PGPUB;<br>USPAT;<br>USOCR;<br>FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR . | ON | 2007/05/25 22:19 |
|   | S20  | 0       | (customer or client) same RFMR   | US-PGPUB;<br>USPAT;<br>USOCR;<br>FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR   | ON | 2007/05/25 22:28 |
|   | S21  | 6959917 | recency frequency monetary value ratio   | US-PGPUB;<br>USPAT;<br>USOCR;<br>FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR   | ON | 2007/05/25 22:29 |
|   | S22  | 0       | "recency frequency monetary value ratio"   | US-PGPUB;<br>USPAT;<br>USOCR;<br>FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR   | ON | 2007/05/25 22:40 |
|   | 523  | 522     | ((recency or frequency or "monetary value") near4 (ratio or rate)) same (customer or client)                             | US-PGPUB;<br>USPAT;<br>USOCR;<br>FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR   | ON | 2007/05/25 22:40 |
|   | 524) | 554     | ((recency or frequency or "monetary value") near4 (ratio or rate)) same (customer or client or prospect)                 | US-PGPUB;<br>USPAT;<br>USOCR;<br>FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR   | ON | 2007/05/25 22:41 |

| ()    |     | EAST Search History   |  |    |    |                  |  |
|-------|-----|---|--|----|----|------------------|--|
| S25   | 88  | ((recency or frequency or "monetary value") near4 (ratio or rate)) same (customer or client or prospect) and "705".clas.                      | US-PGPUB;<br>USPAT;<br>USOCR;<br>FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/05/25 22:43 |  |
| S26 / | 284 | ((recency or frequency or "monetary value" or revenue or profit) near4 (ratio or rate)) same (customer or client or prospect) and "705".clas. | US-PGPUB;<br>USPAT;<br>USOCR;<br>FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/05/25 22:48 |  |
| S27   | 0   | ("revenue velocity") same<br>(customer or client or prospect) and<br>"705".clas.  | US-PGPUB;<br>USPAT;<br>USOCR;<br>FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/05/25 22:48 |  |